

NEWSPAPER ADS
(INCLUDING ADS FOR COMMUNITY PERIODICAL PROGRAM)

Departments may obtain assistance in preparing and submitting newspaper advertisements from the Communications Department. The Department can also assist with placing advertisements in community newspapers and periodicals.

I. Camera-Ready Ads: These are ads that do **not** require any work from Communications Department's Graphics Division. Ads that are ready to be printed in the paper exactly as they are provided to advertising staff for placement are considered camera-ready ads.

Procedures:

1. Attach a PDF file format of the ad to an email message requesting advertising placement and include the following in your message: (This is by far the most preferred method as you can submit your email within deadlines noted on page 2 of this document).
 - a. the newspaper(s) and section of the newspaper where the ad is to be placed,
 - b. the date(s) to be advertised,
 - c. the name, telephone and fax numbers of a contact person,
 - d. a current and valid departmental index code.
 - e. Also indicate on the request if proof of advertisement, (otherwise known as a "tearsheet") is required, and/or if any affidavits are required

-OR -
2. If you cannot send attachments via email, or cannot send PDF files via email, you must submit ad requests by sending a Hard Copy of your advertisement via courier, at least 7 business days prior to desired publication date. Include all the information outlined above, points a through e, on your request cover memo.
3. After including all the required information outlined above on your email message, send the message with the attached file to either, Sonia B. Vasquez at soniav@miamidade.gov, or Karen Naya at knaya@miamidade.gov

II. Ads Requiring Graphic Design or Spanish/Creole Translation: Ads requiring graphic design and layout should be submitted at least 5 business days prior to publication date. Ads requiring Spanish or Creole translation should be submitted at least two weeks prior to publication date required. These ads are not considered camera-ready. Even if these ads are in a border and include a logo, but still require fixing (i.e. correcting the size, removing typos, etc.), they will not be considered camera-ready ads and will require additional work from the Graphics Design division.

Procedures:

1. Prepare the text copy in a Microsoft Word Document and attach document to a request via email. The email message should indicate:
 - a. the newspaper(s) and section of the newspaper where the ad is to be placed,
 - b. the date(s) to be advertised,

- c. the name, telephone and fax numbers of a contact person,
- d. a current and valid departmental index code.
- e. Please indicate request for translation into Spanish or Creole.
- f. Also indicate on the request if proof of advertisement, (otherwise known as a “tearsheet”) is required, and/or if any affidavits are required

-OR –

- 2. If your ad does **not** require any additional graphical design or layout work, you can submit the FINAL ad in a PDF format it is considered camera-ready. Attach this PDF file via email and send it with all the information required (see step 1 under Camera-Ready Ads).
- 3. After including all the required information outlined here on your email message, send the message with the attached file to either, Sonia B. Vasquez at soniav@miamidade.gov, or Karen Naya at knaya@miamidade.gov.
- 4. Ads that are either not sized correctly when, either submitted via Hard Copy or attached to an email in PDF format, are not considered camera-ready and will require additional graphical work. Also, ads not submitted in any file format other than Microsoft Word or PDF formats will **not** be submitted to the paper and **may** require additional graphical work.

III. Advertising Placement Deadlines:

To meet the deadlines outlined here, the Communications Department must receive camera-ready ads as follows: (Please note these are camera-ready ad deadlines and still require that your department follow instructions as already outlined above).

- *The Miami Herald/El Nuevo Herald* – three (3) business days prior to publications. Friday noon deadline for Wednesday; Monday noon deadline for Thursday; Tuesday noon deadline for Friday; Wednesday noon deadline for Saturday; Thursday noon deadline for Sunday, Monday, and Tuesday.
- *Neighbors (all Zones)* – Wednesday noon deadline for Sunday; Friday noon deadline for Thursday.
- *The Miami Times* (publishes weekly on Wed/Thursday) – Monday noon deadline for Thursday.
- *Diario las Americas* (publishes daily except Monday) – Noon, three (3) days prior to publication date. Follow same guidelines as the Miami Herald but please allow extra days for translation into Spanish, if required.
- *Haiti en Marche* (publishes weekly on Wednesdays) – Noon Thursday prior to desired publication date. Please allow an extra (3) business days for translation into Haitian Creole, if required.

COMMUNITY PERIODICALS

The periodicals participating in the County’s Community Periodical Program are published monthly, bi-weekly and weekly. Deadlines vary for each of these

periodicals. It is important that information for ads be forwarded with sufficient time to meet periodical deadlines. Submit an ad request via e-mail to Sonia B. Vasquez at soniav@miamidade.gov at least two months prior to the desired publication time.